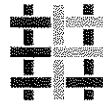


Santa Cruz



FIRST THINGS FIRST

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SANTA CRUZ REGIONAL PARTNERSHIP COUNCIL FUNDING PLAN SUMMARY

Regional Allocation: \$1,395,580

Allocation includes population and discretionary allocations

Prioritized Needs	Proposed Strategies	Portion of Regional Allocation	Recommendation to the Board
Limited access to quality early care and education	Strategy 1-Child Care Health Consultation	\$100,000	APPROVED 12/08
Limited access to parent education and information	Strategy 2-Expand Paraprofessional <i>Promotora</i> family services	\$336,600	APPROVED 12/08
Limited Access to Oral Health Screenings	Strategy 3-Oral Health	\$74,800	APPROVED 12/08
Limited access to a skilled and well-prepared childhood development workforce	Strategy 4-TEACH	\$129,000	APPROVED 12/08
Recruit and retain a skilled and well prepared early childhood development workforce	Strategy 5-Scholarships for S/L, OT, PT students	\$46,057	APPROVED 12/08
Recruit and retain a skilled and well prepared early childhood development workforce	Strategy 6-Expand access to early childhood courses for teen parents and high school students	\$46,200	APPROVED 2/09
Lack of communication, education and awareness about the importance of early childhood development to targeted populations	Strategy 7-Communications	\$65,000	HOLD
Supporting families facing financial hardship	Emergency Response Plan: Child Care Scholarships	\$231,359	
Supporting families facing financial hardship	Emergency Response Plan: Food Boxes	\$61,575	
Limited access to parent education, information and support	New Strategy-Family Resource Center	\$243,785	Recommended for Approval 8/09
	Evaluation and Regional Needs and Assets	\$30,000	HOLD
	Subtotal of Expenditures	\$1,374,376	
	Fund Balance	\$21,204	
	Grand Total	\$1,395,580	



FIRST THINGS FIRST

1740 N Mastick Way, Ste. C
Nogales, AZ 85621
Phone: 520.761.3012
Fax: 520.761.3032
www.azftf.gov

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August 4, 2009

Chairman Lynn and Members of the Board
First Things First
4000 N. Central Avenue, Suite 800
Phoenix, AZ 85012

RE: Request to present a new strategy for your consideration

Dear Chairman Lynn and Members of the Board,

Upon receiving the news of additional resources available for the Santa Cruz Region through the Frontier Adjustment, the Santa Cruz Regional Partnership Council deliberated for several meetings and then utilized a small workgroup comprised of both Council and community members to work with the Coordinator to flesh out the details for a new strategy. It was a strategy that was raised during our initial strategic planning by both Council members and community, but there were just not enough resources to employ for implementation at that time. Therefore, it is our pleasure to request and present a new strategy for your consideration, as recommended and unanimously voted upon by the entire Regional Partnership Council at its June 10, 2009 meeting:

Strategy Eight: Establish a Family Resource Center to improve access to information and resources for caregivers and families with children birth to five years of age.

The Santa Cruz Regional Partnership Council seeks to improve regional access to information and resources for families with children birth to five by providing funding for a Family Resource Center. The strategy will create opportunities for improved access to comprehensive family resources and information in the region.

The Santa Cruz Regional Partnership Council envisions a Family Resource Center where parents seek information on how to better strengthen their skills to parent and support a child birth through five years of age. This would be done by providing information, resources and referrals and community-based parent education for families with special emphasis on the importance of early literacy as it relates to school readiness and success in school. This strategy supports the Regional Council's desire to impact change in the role that families play in the development of a whole child and subsequently, the development of the whole community of Santa Cruz.

Thank you for your consideration.

Kind Regards,

Danna Gallardo, Chair
Santa Cruz Regional Partnership Council

STRATEGY WORKSHEET

Strategy 8 Establish a Family Resource Center to Improve Access to Information and Resources for Caregivers and Families

According to the Santa Cruz 2008 Regional Needs and Assets Assessment Report families in the Santa Cruz Region lack strong family support and education services. This is not to say that services do not exist but regional growth has exceeded the capacity of most of the existing family support organizations in the area. Additionally, many rural families find services to be inaccessible due to transportation issues. A significant number of the organizations serving the Santa Cruz Region are working in proverbial silos and are unable to provide families with a holistic approach due to lack of communication and coordination. The lack of support and services is especially true in the areas of parent education, family literacy, and resource and referral.

Family Resource Center Background

The literature describes a family resource center as a place in a neighborhood that anyone can enter (a child, a teen mother, a neighbor, a senior citizen, a father, a childcare provider) to access information on social, educational, health related, and family support services. It will be warm and inviting, and the staff and materials will reflect the culture or cultures of the community it serves. It may be located in a freestanding building, an early childhood center, an office in a school, a government agency, or a division of a community-based organization. Resource centers can offer a wide array of services at the center location and/or linkages to a network of family services throughout the community.

Family resource centers are often the place in a neighborhood where families go for direct services that empower and strengthen their roles as parents, nurturers, and providers. They are places where the focus is on preventing problems, finding solutions, and where parents can go for the knowledge, services, and resources they need to raise their children.

Perhaps one of the most significant contributions of family resource centers is their ability to serve as catalysts for cross system collaboration at the local level. In some counties and states, the presence of family resource centers is helping to reinvent how government-funded programs are designed and delivered. They can move a traditional service delivery approach (fragmented, driven by categorical funding, etc.) to one where services focus on the entire family. They build on family strengths, respond flexibly to community needs, are comprehensive and integrated, and are based in neighborhoods where families feel comfortable receiving the supports they need.

All families have strengths and all families need support. Family resource centers use many different strategies to support families in meeting their needs.

Typical services offered at Family Resource Center Programs:

- Counseling
- Advocacy Services, including enhanced services for children with developmental disabilities
- Information and Referral Services

- Food and clothing assistance –recycling and exchange
- English as a Second Language (ESL) classes
- Budgeting and personal finance classes
- Literacy and educational resources
- Assistance with enrollment in publically funded programs
- Social networking for parent and child
- Parent administered assessments
- Child safety information

Typical referrals offered by Family Resource Centers:

- Home visitation programs
- Child care and after school programs
- Workforce development
- Crisis intervention
- Domestic violence prevention and intervention
- Utility assistance
- Case management services

(Coordinated Care Services Inc., September 2005: *Evidence-Based Parenting Education Programs*)

To address this need, and to ensure that all children birth to five years of age in the Santa Cruz Region, especially the most vulnerable, have an opportunity to succeed in school, the Santa Cruz Regional Partnership Council has allocated funding to support the development and implementation of a Family Resource Center in the region. Services provided by the center could include: community-based parent education, parent and child socialization groups, and community resources relevant to raising a child in the Santa Cruz region. This resource center will provide the same core concepts and services, although the approach to provide the services may be unique to the community in which it is located. The Santa Cruz Regional Council requests that the center have a functioning and current website as a means of notifying the larger community about programs, services and resources.

The Santa Cruz Regional Partnership Council Family Resource Center

The Family Resource Center will have two primary functions: 1) to provide and/or link families to direct services and supports and 2) to convene organizations and services to develop mechanisms for collaboration and coordination across the region. The Santa Cruz Regional Council wants to ensure that resources and efforts are not duplicated and that families receive comprehensive services. Therefore, a newly established resource center will be charged with coordinating services between those organizations currently operating in isolation and bringing the community resources together. The family resource center will also be responsible for actively coordinating with existing community- based education and home visiting programs funded by First Things First.

A special effort will be made to fund the development of a center that encompasses location reaching diverse and at risk populations. The proposed family resource center could be located in the community

of Rio Rico, where the least amount of family support services currently exist and this would provide a point of contact for families in the whole region to get connected to those existing services or to discover new opportunities for support. The center will be an invaluable resource for those areas in the region with high risk populations, such as the areas of Rio Rico and Nogales which shows teen pregnancy rates significantly higher than both the State and National rates. In 2006, 16 percent, or one in six babies in Santa Cruz County were born to teen mothers.

Programs and services providing family education and support services through this strategy must be family centered, comprehensive and must address each of the following essential elements:

- All domains of child development (physical, cognitive, social, emotional, language, aesthetic)
- Natural support for families/peer support
- Resource & referral information
- Parenting Education/Support Programs
- Child/Family literacy
- Advocacy for Inclusive local services

Successful parent education programs help parents acquire and internalize parenting and problem-solving skills necessary to build a healthy family. The goals of parenting education are to strengthen nurturing relationships that lead to healthy attachment, knowledge of child development, parental resilience, social connections and support for parents. Research suggests that improving fundamental parenting practices reduces the likelihood of problem behaviors in children. It has been shown that parent-child relationships can be enhanced through parent training and family strengthening programs as they lead to a child's readiness for school and supporting their parent as the child's first and best teacher. (Coordinated Care Services Inc., September 2005: *Evidence-Based Parenting Education Programs*)

One component of children's readiness for school consists of their language and literacy development. Learning to read and write starts long before first grade and has long-lasting effects. Children's early experiences with books and print greatly influence their ability to comprehend what they read. Alphabet knowledge, phonological awareness, vocabulary development, and awareness that words have meaning in print are all pieces of children's knowledge related to language and literacy.

- Oral language: Fostering vocabulary and listening comprehension, expressive and receptive language.
- Alphabetic Code: Developing alphabet knowledge, and phonological/ phonemic awareness which is the ability to discriminate sounds in words, invented spelling.
- Print knowledge: Understanding environmental print and concepts about print.

(Meeker, Elizabeth and Levison-Johnson, Jody. *Evidence-Based Parenting Education Programs: Literature Search*, September 2005. Coordinated Care Services, Inc.)

Services provided through the family resource center would place special emphasis on the importance of early literacy as it relates to school readiness and success in school and the role that families play in

early literacy development.

The Santa Cruz Regional Partnership Council will solicit proposals through an RFGA process for organizations to establish a Family Resource Center to conduct each of the identified activities of priority to the region.

Lead Goal: Goal #11: FTF will coordinate and integrate with existing education and information systems to expand families' access to high quality, diverse and relevant information and resources to support their child's optimal development.

Key Measures:

- Percentage of families with children birth through age five who report they are competent and confident about their ability to support their child's safety, health, and well-being.
- Percentage of families with children birth through age five who report they are satisfied with the accessibility of information and resources on child development and health.
- Percentage of families with children birth through age five who report they are reading to their children at least once a day in their primary language.

Target Population:

Families residing in the communities within the Santa Cruz Region with children birth to five years of age. A special emphasis will be made to target at risk and vulnerable populations, including low income families, teen parents, and families with children with special needs. An effort will also be made to place the center where the least amount of services is attainable such as Rio Rico.

Proposed Service Numbers	SFY2010 October 1, 2009 – June 30, 2010	SFY2011 July 1, 2010 – June 30, 2011	SFY2012 July 1, 2011 - June 30, 2012
	Resource Centers 250 Families	Resource Centers 500 Families	Resource Centers 700 Families

Performance Measures SFY 2010-2012:

1. Number and percentage of families receiving community based education program services/ proposed service number.
2. Number and percentage of families utilizing a family resource center / proposed service number.

How is this strategy building on the service network that currently exists:

Three agencies currently operate home visiting programs, parent education classes, and related services in the Santa Cruz region. The proposed family resource center could be located in the community of Rio Rico, where the least amount of family support services currently exist and this would provide a point of contact for families in the whole region to get connected to those existing services or to discover new opportunities for support. The other agencies can partner with the center to conduct outreach and recruit families for their services, provide information, and determine eligibility for their services.

What are the opportunities for collaboration and alignment:

Currently there are no family resource centers operating in the Santa Cruz Region. There are, however, agencies providing resource and referral services on a limited basis. There are at least three agencies in the entire region that connect and refer families to WIC, Healthy Families and Community Health Center classes.

This strategy's intent is to build on what has been started in the region and take it a step further by creating a family resource center that address and augment the services already in existence.

This strategy emphasizes collaboration among numerous community and neighborhood-based entities. Additional partnerships can develop among the various community and neighborhood settings. This strategy provides a unique opportunity for expanding collaborations and partnering with grantees receiving funding from FTF through other strategies in the region. The center would provide an opportunity for coordination of resources and services available to families in this region.

SFY2010 Expenditure Plan for Proposed Strategy

Population-based Allocation for proposed strategy	\$243,785
Budget Justification:	
The decision was made by the Santa Cruz Regional Partnership Council to allocate 100% of the Rural Adjustment regional funds to this strategy.	
<u>Family Resources Center</u> (one)= \$243,785	
Proposals must state how these areas are to be addressed and how are they going to provide these services.	
Targeted Service Numbers = 10% of 0-5 population	